

THE

COMMODORE

PHILOSOPHY

THE COMMODORE PHILOSOPHY

These principles lie at the heart of Commodore's success. Learn them and learn them well, and you will be successful as a member of the Commodore family.



Jack Tramiel
Founder

THE COMMODORE PHILOSOPHY

The Commodore philosophy is like a religion.

Commodore is a "family" of employees. When we talk about ourselves we talk about "we", not "I".

We all share the same goal . . . to produce the best products for the best prices, using the newest available technology.

BUSINESS PHILOSOPHY

Business to us is not a sport. It's war! We're not here to play the sport, but to win the battles. We'll win because we work harder, we work smarter, and we serve the customer better.

Every competitor, from the smallest to the biggest, is an enemy and we are dedicated to beating them.

INTERNATIONALISM

We don't believe in nationalism. We believe in internationalism. Commodore is an international company.

MAKING DECISIONS

Progress at Commodore is maintained by middle management making the decisions that drive us forward.

Every time we make a decision, we have to look to the left and to the right to see if we are helping each other . . . not just think of number one (ourselves) because we as a group of over 3000 employees are much stronger than one.

CUSTOMER RELATIONS

Our marketing strategy is clear. We produce for the masses, not for the classes.

Quality and service is our commitment.

Commodore is driven by technology. We don't introduce only the products the customer wants . . . we introduce products the customer didn't even know were available.

Our customers are mature and intelligent. We must give them the best, because they will know it if we don't.

PROFESSIONALISM AND MUTUAL IMPROVEMENT

A good professional needs to practice every day . . . not only to have one "concert" a year.

Don't just react. Think first!

Treat every situation as if you were the one being affected by your action.

Delegating is important but involvement is more important.

We all have to involve ourselves in the problems as well as the successes.

No one is too important to accept advice. No one is too unimportant to give it.

Never settle for doing things the way they were done in the past. Always find new ways to do things better, cheaper, and more efficiently.

Constructive criticism of each other is essential. We should not tell ourselves and each other only what we've done well.

Every morning we should tell ourselves what we DIDN'T do, and what we could have done better.

If you have information that others need, share it!

Communication is a key strength of our company. There are no secrets inside the company, but outside the company we keep our business confidential.

WORKING WITH SUPPLIERS

Never buy a product if you don't know what it costs to make it. Never buy below the supplier's cost so the supplier is driven out of business. Give him a decent profit . . . but never more than our company makes. Develop long term relationships with our suppliers and always negotiate in good faith.

FINANCIAL RESPONSIBILITY

Treat every penny as your own.

EMPLOYEE RELATIONS

Every employee has to and will know the goals we are trying to achieve as a company.

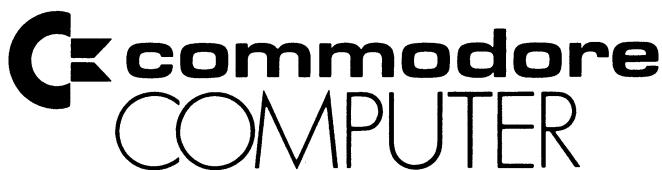
There is always a reward for the best, but there is also a reward for the one who tries the hardest, because trying hard is important.

Neither discrimination nor prejudice is tolerated at Commodore.

Your individual problems are the problems of the company . . . we're here to help, in happiness and in sorrow. That's what a family is all about.

THE FUTURE

We're always looking at the future because we're helping to create that future . . . but the work is always done in the present.



**brought to you by
andy finkel**